# A COMPARISON BETWEEN RURAL AND PRIVATE EDUCATION SECTOR IN GURGAON WITH THE IMPACT OF COVID-19

# SYNOPSIS

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**Vidyapeeth**

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**Management**
**by**

**Harshita (19PHMG08W)**

**Department of Commerce & Management**

**School of Commerce & Management**

**Lingaya's Vidyapeeth, Faridabad, Haryana**

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**Name of the Student (Capital letters)** : HARSHITA

**Registration Number** : 19PHMG08W

**Major Subject** : Commerce

**Name of Major Advisor** : Dr. Vishwajeet Jituri

**Name of Department** : Department of Commerce & Management

**Name of College** : School of Commerce and Management

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2. A COMPARISON BETWEEN RURAL AND PRIVATE EDUCATION SECTOR IN GURGAON WITH THE IMPACT OF COVID -19
3. **Introduction**: This section (comprising 2-3 pages) should highlight the scope and significance of the proposed research work along with the knowledge gaps and objectives of the study under separate sub-heads.
4. **Expected new knowledge:** Likely outcome of the study should be mentioned here.
5. **Review of literature:** An up-to-date and comprehensive review of relevant literature indicating history and developments of the proposed research problem should be given.
6. **Technical programme:** The study should be planned in accordance with the objectives under the following sub-heads:
    i) Name of the study
    ii) Location: Field
    iii) Methodology
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9. *Example*: Chougule, Shubham&Shinde, Sonal&Karale, Utkarsha&Pendse, Meenal. (2022). Pre & During Covid Situation & Impact of Covid- 19 On Education Industry. International Journal of Scientific Research in Engineering and Management (IJSREM) Volume: 04 Issue: 09 | Sept -2020

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# 1. INTRODUCTION AND CURRENT DEVELOPMENTS IN EDUCATION SECTOR

Since India's independence, education has advanced significantly. With over 250 million students enrolled in more than a million schools and 40,000 higher education institutions, India, a country with a population of over 1.3 billion, has the second-largest education system in the world. The Indian education system comprises public, private, and government-aided schools and colleges. Despite a high level of investment in education, India still faces many challenges such as low enrollment rates, inadequate infrastructure, and lack of quality education.

**Current Developments**

**New Education Policy (NEP) 2020 :**

The government of India introduced a new education policy in 2020 after a gap of 34 years. The policy aims to bring about major reforms in the education system, including changes in the curriculum, teaching methods, and evaluation system. The NEP 2020 emphasizes skill-based learning, flexibility, and multidisciplinary education.

**Digital Education:**

The COVID-19 pandemic has accelerated the adoption of digital education in India. With schools and colleges closed, students have been attending classes online. The government has launched several initiatives such as the DIKSHA portal and SWAYAM platform to provide digital learning resources.

**Skill Development:**

The Indian government has launched several initiatives to promote skill development among students. The Skill India Mission aims to provide vocational training to over 400 million people by 2022. The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) provides financial assistance to students for skill development courses.

**Higher Education Reforms:**

The government has taken several measures to improve the quality of higher education in India. The National Institutional Ranking Framework (NIRF) ranks universities and colleges based on several parameters such as teaching, research, and infrastructure. The government has also set up several institutions such as the Indian Institutes of Technology (IITs) and Indian Institutes of Management (IIMs) to promote research and innovation.

**Internationalization of Education:**

India is emerging as a major destination for international students. The government has taken several measures to attract foreign students, such as simplifying the visa process and offering scholarships. The Study in India program aims to attract 200,000 international students to India by 2023.

India's education system is undergoing significant changes, with the government taking several measures to promote quality education and skill development. The new education policy, digital education, skill development, higher education reforms, and internationalization of education are some of the key developments in the Indian education sector. Despite these efforts, challenges such as low enrollment rates, inadequate infrastructure, and lack of quality education still need to be addressed.

**Covid-19 and Education Sector**

The last days of 2019 and the early days of 2020 saw a crucial turning point in the history of the world. The epidemic that swept the whole globe and shocked it to its core was caused by a little virus. Numerous students from various states, classes, castes, genders, and geographical locations have contracted COVID-19. By the end of March 2020, the disease, which had spread to more than 185 countries, had forced the closure of over 90% of all schools, universities, and other institutions, having an effect on close to 1.38 billion students. Due to the outbreak, more than 90% of all educational institutions had to close. In India, access to education has been severely constrained as a result of COVID-19; at the time, 247 million kids in elementary and secondary schools are not attending class.

The United Nations Educational, Scientific, and Cultural Organization (UNESCO) issued a recommendation for the use of open educational applications and platforms along with distance learning programs as a way for schools and teachers to reach students remotely and lessen the impact of school closures on education. Most educational institutions have switched to the blended learning style of instruction, which encourages both teachers and students to become tech-savvy. Given this situation, the focus of this research is on the effect COVID-19 has had on the educational sector.

In the Chinese city of Wuhan in December 2019, clusters of pneumonia cases were found. Following investigation, it was discovered that a particular coronavirus strain was to blame for the illness. The unusual COVID-19 ailment, which stands for "Coronavirus disease 2019," spread rapidly and shockingly over the whole planet. The World Health Organization (WHO) declared a pandemic on March 11 after stating that there was a public health emergency of global importance on January 30. (2020). The coronavirus may transmit disease via the air or through direct contact with infected droplets. The signs and symptoms might include anything from a fever, cough, sore throat, shortness of breath, and acute weariness to a variety of illnesses that can put a person in risk of dying. The first step in halting the pandemic's spread is to maintain a social distance from those who are afflicted in order to avoid transmission or contact with them. As a result, every country has taken the precaution of fortifying its borders. The Government of India (GoI) has also ordered a lockdown that will go into force on March 25, 2020, in an attempt to stop the newly found ailment from spreading further. Lockdown is a vital and effective step in stopping the disease's spread, but it has unintentionally disrupted almost every aspect of human life around the world, including research, travel and tourism, sports, entertainment, agriculture, healthcare, hospitality, social gatherings, economics, and politics. Due to the outbreak, people are now confined to their houses. The lockdown that was implemented had a significant influence on the education sector since educational institutions throughout the nation were unable to obtain any freedom to start their instructional activities. All educational institutions, including colleges, universities, and schools, were forced to shut their doors and stop holding classes and exams. Although the lockout caused interruptions to the educational sector's routines, it has created a new window of opportunities for moving away from the conventional classroom teaching

paradigm and towards a new era of online learning (digital model). The utilization of the new possibilities made possible by the internet facility while working from the comfort of one's own home has been encouraged by several educationalists, decision-making experts in education, and scientists. As a result, the pandemic COVID-19 issue has given educational institutions both challenges and opportunities to go on with the teaching and learning process. The introduction of COVID-19 brought about a profound change in India's educational scene.

**Impact of Covid-19 on Education Industry**

Education is both a fundamental human right and the bedrock upon which nations may construct lasting peace and forward-thinking sustainable development. As a result of the COVID-19 epidemic, millions of pupils were required to remain in their homes, which led to the most significant disruption in the history of the education system. According to the research published by UNESCO, the closing of schools and other learning spaces has an impact on over 1.6 billion students across more than 190 nations and all continents. This represents almost 91% of the total number of students throughout the globe. Only India contributes 0.29 billion of these students to the total. These are the only figures available, but in the future, we will see the genuine effect on pupils over the long term. The lockdown that ensued after the COVID19 outbreak was the worst-case scenario for conventional schooling because it resulted in the closure of schools. This had a significant negative impact on students in terms of the acquisition of knowledge, social interaction, psychological development, adequate nutrition, and financial stability. Large numbers of people moving away from their homes as a result of the loss of jobs and the closure of small companies. These migrant parents often remove their children from the educational system. The school system is now experiencing a cascading catastrophe as a result of the epidemic.

The greatest urgent health emergency is without a doubt the Covid-19 outbreak. Lockdowns caused by the global pandemic have had a devastating effect on a number of important businesses, notably the education sector. Due to the epidemic, many schools, colleges, and other institutions were forced to abruptly close. The students had a limited period of exposure to online learning. The sudden transition from classroom teaching to

digital learning hindered the learning of the children from low-income households. Wi-fi and other technology immediately became a problem for them due to their inability to acquire smartphones, laptops, or PCs. For regular teaching and learning, every school and institution has created an online curriculum framework. A large number of regular and competitive exams have also been altered, rescheduled, or canceled. As a result, it is now more important than ever for students to be adept in technology and internet tools. Online learning has caused a digital divide between students from affluent and impoverished backgrounds.

The majority of students from rural places were unable to explore online learning because they had bad or no internet access. The kids experienced a variety of mental health problems as a result of this rapid adjustment, including dejection, anxiety, and tension. Students who were attending school to get meals (under the Mid-Day Meal Scheme) are no longer able to do so as a result of the closure. The educated parents were able to support their children in their academic attempts throughout the pandemic, even if there were parents who lacked education and were unable to help their children with their studies. Education has benefited many individuals, but because to this epidemic, the majority of female students have stopped attending, claiming the missed opportunities and financial costs of doing so. Not only have children been impacted by the epidemic, but also low-income schools and institutions, which led to their closure. The unfortunate reality is that not everyone has access to technology, which has created a number of new avenues for educating people and connecting teachers and students electronically via online classrooms, webinars, digital tests, etc. Everything was done with the pupils' safety in mind so that they may remain at home and not get this potentially fatal illness. We must all work together to overcome this since we weren't prepared for it to happen. In order to help the following generation, we should think about and put into action measures to guarantee that every child obtains an education throughout any comparable epidemic that may occur in the future.

# 2. RESEARCH OBJECTIVES

1. To study the concept of education system, Covid-19 pandemic and impact of Covid-19 on education system
2. To assess the impact of COVID-19 on education.
3. To analyze the perception of male and female respondents towards online study during COVID-19.
4. To discuss the impacts of covid-19 pandemic on strategies for marketing in education field
5. To discover the changes and opportunities for education institutions due to COVID-19

# 3. RESEARCH QUESTIONS

1. What are the challenges faced by the rural and private education sectors in Gurgaon during the COVID-19 pandemic?
2. How do rural and private education sectors adapt to ensure continuity of education for students?"
3. How has the COVID-19 pandemic affected the enrollment rates in rural and private schools in Gurgaon, and what factors have influenced these changes?
4. What are the key differences in the online learning experiences of rural and private school students in Gurgaon, and how have educators adapted to support these students?
5. To what extent have rural and private schools in Gurgaon been able to provide access to technology and other resources to facilitate online learning during the pandemic?”

# 4. RESEARCH HYPOTHESIS

H1: - There will be a significant difference between the male and female respondents' views on impact of online teaching during covid-19 pandemic.

H0: - There will be no significant difference between the male and female respondents' views on impact of online teaching during covid-19 pandemic.

H2: There will be a significant impact of the online education on the learning disruption of the students during covid-19 pandemic

H0: - There will be no significant impact of the online education on the learning disruption of the students during covid-19 pandemic

H3: There will be a significant impact of the online education on the loss of interest of the students during covid-19 pandemic

H0: - There will be no significant impact of the online education on the loss of interest of the students during covid-19 pandemic

H4: There will be a significant impact of the online education on the prolonged study of the students during covid-19 pandemic

H0: - There will be no significant impact of the online education on the prolonged study of the students during covid-19 pandemic

H5: There will be a significant impact of the online education on the limited educational opportunities of the students during covid-19 pandemic

H0: - There will be no significant impact of the online education on the limited educational opportunities of the students during covid-19 pandemic.

# 5. EXISTING LITERATURE AND GAPS IN LITERATURE

## a) Literature Review

NehaNupoor, et al (2022) – "The Covid 19 epidemic has had a detrimental effect on every element of society, including the global educational system. India has had several difficulties. There are many obstacles facing the Indian educational system. Lockdowns and social exclusion have a negative impact on students' lives, but they have also sparked the development of a new educational system that emphasizes technology. Nearly 32 crore students were unable to attend schools and universities due to closures, but they also created the framework for the development of the online education system. The other situations and everything else in our surroundings are subject to change. With the help of digitalization, the education industry has proven to be resilient all across the world and has effectively fended off the COVID-19 danger. This article has examined the pandemic situation's good and bad features as well as the steps the Indian government has taking to resolve them. If both students and instructors are to efficiently attend lessons, there is a unique issue that has to be addressed right away. This article provides some helpful recommendations for making sure that educational activities continue as usual despite the epidemic because parents are also having problems with their children's schooling.

Chougule, Shubhamet. al, (2022) - The paper, "Impact of Covid-19 on Education Industry," examines how e-learning is drastically altering education as a result of the Covid-19 pandemic condition. The COVID-19 situation has caused everyone's development to be delayed, thus universities are requiring students to become used to E-Learning Platforms. In order to keep in touch with students even during the pandemic, an institution must have an online presence via e-learning platforms, according to current trends during Covid-19. Therefore, the main issues of the current research are Covid-19 and how Elearning has improved the school industry. A questionnaire survey using a non-probability practical sample technique was used to collect the data. It took fifteen days to compile all 80 responses to the sample of 80 questionnaires. The use of e-learning platforms by students in their last year of school is successful and advantageous for both studying and submitting work, according to studies.

Showkat Ahmad Dar, et al (2021) - At present moment, all of India's educational institutions (schools, colleges, and universities) employ traditional teaching methods that entail giving in-person lectures in a classroom. Despite the fact that many academic institutions have begun embracing blended learning, many of them still use outdated practices. The world was shocked by the rapid onset of the fatal Covid-19 sickness, which was brought on by the SARS-CoV-2 Corona virus. All educational operations in India were suspended as a result of the roughly 32 crore pupils who quit their current schools or institutions. The COVID-19 epidemic has taught us that change is inevitable. The World Health Organization's classification of it as a pandemic has spurred educational institutions to expand and embrace cutting-edge technological platforms. The global educational system was put to the test by this issue, compelling teachers to quickly transition to an online style of instruction. After initially refusing to change their outmoded pedagogical style, several academic institutions were forced to switch totally to online teaching-learning. The advantages of online education are covered in the article, along with a SWOC (Strengths, Weaknesses, Opportunities, & Challenges) analysis of several e-learning platforms in emergency situations. This study helped academic institutions navigate the difficulties of online learning by shedding some light on how EdTech companies expanded during pandemics and other natural catastrophes.

Malhotra, Shagunet. al, (2021) - A new virus called "COVID-19" has been discovered; it spreads another virus called "Coronavirus." The issue with global health began in China and has since become worse there. This virus has been labeled a "global pandemic" by the World Health Organization (WHO). To protect the public from the virus, the governments of various nations have enacted a countrywide lockdown. Due to the virus, every educational facility on earth has been forced to close, which has had a tremendous effect on students' lives because they can no longer interact physically with their peers and teachers. Online learning has entirely replaced the traditional classroom-based teaching approach, and is currently the biggest educational experiment ever. Global online teaching and learning has increased as a result of the pandemic. The manner that individuals learn has evolved in the modern day. Recent grads will be significantly impacted by the global economic crisis brought on by the COVID-19 outbreak. The Open Education Committee's and the UNESCO international organization's responses, as well

as all of the pandemic's consequences and ramifications on the educational system, will be covered in this article.

Meenal D. Patil et. al, (2021) - Both the COVID-19 outbreak and the rest of the globe have caused significant disruption in India. Around the world, particularly India, the educational system has been severely harmed by the COVID epidemic's expansion. It imposed the global lockdown, which had an adverse effect on the 0.29 billion students in India. Online education has replaced in-person instruction in many educational institutions, including those in schools, colleges, and universities. Students are now concerned about losing the academic year in 2021 because they lost the academic year 2020. Despite all of these problems, India's education sector has persisted by responding positively, and it has been able to use new technical tools and digitalization to perform online education in order to sustain learning-teaching, research, and some other services. The corona outbreak has prompted the Indian educational system to implement novel ideas and a number of cutting-edge teaching-learning techniques. This propensity could persist as we go towards a brand-new future. This paper provides some useful advice for maintaining educational activity amid lockdown situations in addition to outlining the positive and negative consequences of the COVID-19 outbreak on India's educational system.

Pujari, Purviet. al, (2021) - One industry that has been severely impacted by the COVID-19 pandemic is education. The educational system has to go through significant adjustments quickly in order to survive and continue the learning process. The area of education is the only one that has had to change its delivery methods and improve its understanding of supply and demand in order to adapt to the new normal. This chapter seeks to describe such difficulties, evaluate their impact, and offer some strategies and solutions. Following Covid-19, the education sector now faces additional challenges. Following the outbreak, online learning became clearly preferred. The transition to online learning has added new restrictions and challenges. Students' access to digital resources is becoming increasingly unequal, which is the result. Long-term effects might have an impact on the pupils' physical and emotional wellbeing. All parties involved in the education sector, including students, teachers, parents, institutions, and NGOs, are

concerned about the effects of Covid-19, including a widening digital divide and increased anxiety and stress levels. It is vital to figure out how to lessen the situation's detrimental impacts on all parties concerned in light of the impact analysis's findings. The chapters recommendations for the Education sector are organized according to the supply and demand categories. A thorough investigation of the realities of all the parties involved must be conducted in order to gain a clear picture and ensure the effectiveness of the plans that arise. The new educational framework will be more inclusive and ready for whatever the future holds. Education must be given the utmost priority.

**b) Gaps in Literature**

Children's abilities, habits, knowledge, and intelligence are all cultivated via education. Education cannot be stopped in any nation. Every government must preserve the wellbeing of its people. Compared to adults, kids spread COVID-19 more quickly. Learning is hampered by India's lockdown rules, which close all schools from pre-kindergarten through graduate level. Currently, there is online instruction. Online education might provide difficulties. Many students are unable to learn online due to internet outages and disruptions in their daily lives. Both public and private schools must use e-learning platforms. Online platforms include WebEx, Zoom, Google Classroom, and Skype. Education will change from being teacher-centered to being student-centered thanks to these digital technologies. Both teachers and students will benefit from these online tools. There are several studies on Covid-19 and education, but there hasn't been a thorough investigation of the influence of Covid-19 on the Gurgaon education market. Therefore, the gap between the prior study and our issue will be filled by this research.

# 6. METHODOLOGY

## Research Approach

Every study endeavor needs an in-depth discussion. The anticipated procedures to be done as well as any assumptions regarding the techniques of data collecting and analysis are all included in the methodology of the study. The significance of the issue and the breadth of the current inquiry serve as the method's pillars. Planning how to do research is a crucial component. Deductive and inductive reasoning are frequently applied.

The approach requires a challenging subject and lengthy research (Nayak& Singh, 2021).The research is based on the hypothesis that a student's decision to attend college is influenced by variables other than GPA and test scores. The researcher use a descriptive method that considers qualitative aims in order to avoid recurrence and gather sufficient data. Thematic analysis is an example of an inductive approach that would be used in the qualitative method to find topics, and then secondary research would be used to explore the subjects in light of the larger themes they reveal.

This research employs a mix of inductive and deductive methodologies to examine the hypothesis theory in a hybrid pattern of generalization and test theory, with the goal of developing a new theory on the data collection and analysis methodology. Inductive techniques have been used to define and acquire goals, and data received from secondary sources may be used to assess how well those goals are being achieved. It may be possible to follow the development of innovative study designs, techniques, and other facets of the research process by identifying patterns in secondary data (Abutabenjeh&Jaradat, 2018).

## Research Design

In order to conduct research in a professional manner, quantitative study will be employed in line with research methodological responsibilities. The researcher will use a descriptive design and a questionnaire-based data gathering technique for the current investigation. In order to achieve its goals, the research will thus have a quantitative focus. Using this method, we'll focus on both direct and indirect problems that the

Covid-19 pandemic may have an influence on, such as the practices of institutions and the educational system.

### Sampling Frame

The survey was sent through email using a Google Form as its delivery mechanism. The use of a survey to gather data is standard practice in the social sciences and education research. In order to collect data on a certain issue, a survey uses a predetermined set of questions to probe a sample of respondents.

### Sampling Strategy

In order to choose a representative sample of students and teachers from the total population, the researcher used a non-probability and convenience sampling strategy.

### Sampling Size

In order to collect data for an examination of the effects of COVID-19 on education, we will choose a sample of500 respondents and distribute the questionnaire to them.

## Variables

Demographic

Variables Online

Teaching

Loss of Interest

Educational Opportunity

Learning Disruption

## Measurement

A standardized questionnaire with a Likert scale will be employed by the researcher.

### Data Collection Method

The data has been collected through the primary and secondary source which is as follows

Primary Data – The respondents will be used to gather the main data. The email questionnaire technique will be used to collect the data. It will take less time to collect data using this technique now that the researcher will send the questionnaire to Gurgaon. Data collection is the process of acquiring pertinent information for a research and verifying its accuracy using protocols that have been defined. The nature of the information sought out dictates the data gathering techniques for various research kinds. Every study begins with data collection, therefore getting things ready is always advised. The two fundamental strategies for gathering data in any investigation are primary data collection and secondary data analysis.

When secondary sources aren't available, one must rely on primary data gathering methods including surveys, observations, interviews, questionnaires, and event timing. However, while collecting secondary data, researchers rely on already released materials.

Secondary Data – The internet, publications, research papers, dissertations, books, etc. will be used to gather the secondary data. To get additional knowledge about a topic, secondary data is gathered. The researchers want to collect data from a variety of sources, including books, websites, academic articles that can be located via Google Scholar, and more. Articles from journals accessible through Wiley Online Library, Science Direct, IEEE, Emerald, and Frontiers were used as sources (Gupta & Gupta, 2022).

### Statistical Analysis

The data will be collected and analyzed using IBM SPSS 20. For statistical analysis, we'll make use of factor analysis, group statistics, and an independent sample test. Using an Excel spreadsheet, a Likert scale, or both can help with data collection.

The Likert Scale of 1–5 was used for evaluation. The Likert Scale was employed in the study to evaluate its findings. On a scale of 1 to 5, with 5 denoting strongly disagreeing, respondents score their level of agreement or disagreement with each statement using this

measure. The use of a 5-point Likert-type scale increased response rate and quality while lowering "frustration level." Five-point scales, however, have been demonstrated to be more reliable by certain studies. Because reliability coefficients from different research could be compared easily, it was chosen to use a five-point Likert scale rather than a seven-point one (Kumar, 2018). Five-point scales are easier to use and more likely to elicit comments from respondents, according to research. The study uses statistical techniques like PLS for data extraction in order to compute the gathered data and properly provide meaningful conclusions.

# 7. EXPECTED OUTCOMES

The Indian education sector is greatly impacted by COVID-19. Despite all the problems it has caused, a number of opportunities have also emerged. The Indian government and a number of educational stakeholders have studied the notion of open and remote learning through the use of various digital technologies to address the present COVID-19 quandary. India is not fully ready to employ digital platforms to democratize education throughout the entire nation. The knowledge and IT infrastructure of educational institutions urgently has to be improved in order to be ready for COVID-19-like situations.

Our investigation will lead to the conclusion that using online resources and technology will be beneficial and that changes need to be made to the educational system. The sharing of notes and other material via online forums and virtual classrooms will be helpful for maintaining the integrity of the educational system. In our study, when the significance to educational institutions will be stressed, similar findings will be obtained. Universities that provide distance learning programs would have a good chance of promoting system growth programs and disseminating service sustainability strategies, the research claims.

Consequently, based on the study's results, it will be said that both male and female respondents in Gurgaon see online learning as an efficient and ideal tool during this COVI-19 pandemic lockdown period. The system must improve teacher preparation for the online classroom tool so that they will educate the students more successfully and shape the next generation

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# 9. EXPECTED STRUCTURE OF THE THESIS

a. Introduction

b. Literature review

c. Methodology

d. Results and discussions

e. Conclusion and recommendations

f. References and Bibliography

g. Appendices